

TAKES MORE THAN ONE HAT

To Fit Every Head



"Better Fit" is the Dutch Boy's motto. That's why he didn't stop with just one or two white-leads. He offers you five! Each has its own special combination of paint-making qualities. So the paint manufacturer has a much better chance of finding a white-lead that fits his product—a "lead" with precisely the paint-making characteristics he requires.

Here's the wide choice that the Dutch Boy makes available. First, those two old standbys, Dutch and Carter. Next comes H.T.S. with its increased paint-thickening power, tinting strength and hiding power. Then there are the new 333 and 111 White-Leads, both of which rate even higher in these qualities. No. 111, for example,

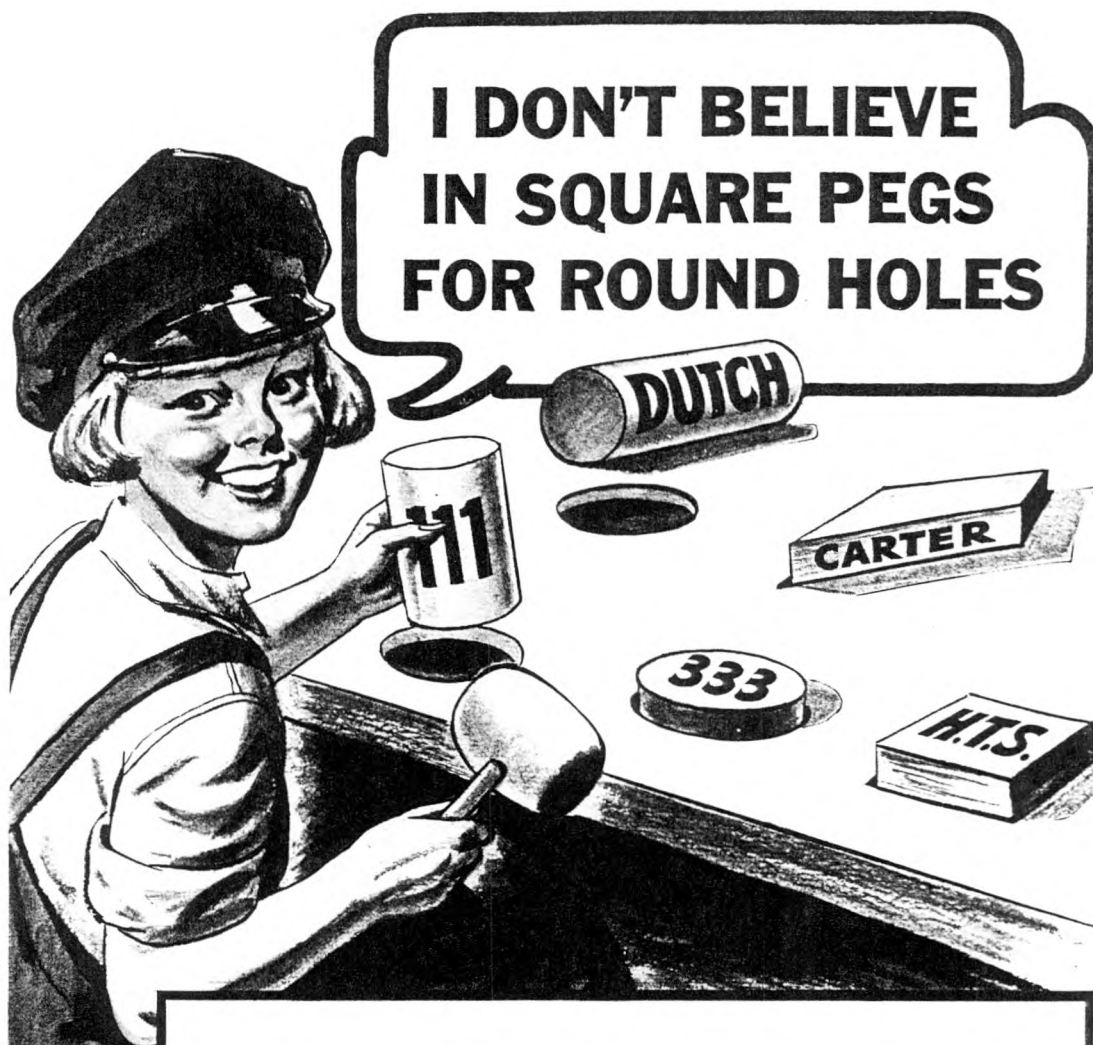
has greater paint-thickening power, tinting strength and hiding power than any other white-lead on the market.

Remember, that no matter which one of the five you choose, you can be sure of uniformity. Remember, also, that the more white-lead you use the better the paint. Step up the white-lead in your formula—and you automatically step up the quality and durability of your paint.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2249 24th St., San Francisco; National-Boston Lead Co., 300 Albany St., Boston; National Lead & Oil Co. of Penna., 1376 River Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.





Square pegs for square holes. Round pegs for round holes. That's the Dutch Boy's method of operating. He has developed five separate and distinct white-leads. Each of the five has its own special combination of paint-making characteristics. So you have a much better chance to find a white-lead that fits your product—a "lead" with exactly the qualities you desire.

Here's the wide choice that the Dutch Boy offers: First, those two old standbys, Dutch and Carter. Next, H.T.S. with its increased paint-thickening power, tinting strength and hiding power. Finally, the new 333 and 111 White-Leads, both of which rate

even higher in these qualities. No. 111 for example, has greater paint-thickening power, tinting strength and hiding power than any other white-lead on the market.

Remember that no matter which one of the five you choose, you can be sure of uniformity. Remember also, that the more white-lead you use the better the paint. Step up the white-lead in your formula—and you automatically step up the quality and durability of your paint.

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